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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

### STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Chang et al.

Application No./Patent No.: 10/017,074

Filed/Issue Date: December 7, 2001

Entitled: Method, algorithm and computer program for targeting messages including advertisements in an interactive measurable medium

Carl Meyer  
(Name of Assignee)

a individual

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

A ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Chang et al.

To: Paramark, Inc.

The document was recorded in the United States Patent and Trademark Office at Reel 012393, Frame 0258, or for which a copy thereof is attached.

2. From: Paramark, Inc.

To: IQ Acquisition Corporation

The document was recorded in the United States Patent and Trademark Office at Reel 013480, Frame 0199, or for which a copy thereof is attached.

3. From: IQ Acquisition Corporation

To: NewWorldIQ, Inc.

The document was recorded in the United States Patent and Trademark Office at Reel 015769, Frame 0111, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Carl Meyer  
Signature

April 17, 2009  
Date

Carl Meyer  
Printed or Typed Name

408-867-5040  
Telephone Number

an individual  
Title

408-867-5040  
Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

ATTACHMENT A  
To  
Statement under 37 CFR 3.73(b)

4. From: NewWorldIQ, Inc. To: The Product Engine, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel 015769, Frame 0198.
5. From: The Product Engine, Inc. To: Carl Meyer  
The document was recorded in the United States Patent and Trademark Office at  
Reel 020816, Frame 0129.